

## Phone Outreach Training (ATTACHMENT K)

### Explain program

#### **Who knows why you're here today?**

- ◆ Call people on the phone and ask them to recycle
- ◆ The majority of people you are calling do not participate in the recycling program
- ◆ We know from past studies that people who are approached by young people are more likely to start recycling- that's why we formed a partnership with [charity group]
- ◆ Each of you will receive a list of x phone numbers to call. Before you start we will go over the script you will be using, and some situations might encounter and how to handle them.

### Introduction

#### **What do you say when you call a stranger on the phone? (ex- call to find out when a store closes)**

- ◆ Tell them who you are and why you are calling
- ◆ Fill your name in on the white sheet
- ◆ Let's read the introduction out loud together- repeat after me
- ◆ Now let's find out how recycling will help [charity group]

### Commitment cards

#### **Call on students to read each paragraph of the commitment card out loud**

#### **Read question together: "Can we count on you..."**

- ◆ This is what you are going to read to the people you call on the phone
- ◆ Extra incentive for them to recycle!
- ◆ If they say yes, you will go on to fill out the rest of the sheet
- ◆ Go through remainder of sheet with them- (Have student read - we respond)
- ◆ Break students up into pairs to practice reading entire script- speak slowly and clearly
- ◆ Questions?

### **Training Outline**

#### Phone

- ❑ Give out 3 papers tracking sheets, intro, commitment cards
- ❑ Have kids write name on tracking sheet and introduction
- ❑ Who knows why you are here today?
- ❑ Review:
  - Introduction
  - Commitment card
  - Tracking Sheet
- ❑ Summarize

Break- snacks/ bathroom

Review tracking sheets from phone calls

#### Door

- ❑ Have kids pair up with a chaperone
- ❑ Give out buttons
- ❑ Give kids red packet and pen -write name on both sides of intro
- ❑ Give chaperones yellow folder and pencil- write name
- ❑ Steps
  - Ring bell- get directions from chaperones
  - Explain bell ID to chaperones
  - Intro similar to the phone
  - Give yellow sheet (do not read)- one difference
  - If they say yes- give FAQ
  - Give completed yellow sheets to chaperone
  - Chaperone please make sure address and unit # clearly written
  - What about Portuguese?- another difference- can give materials

#### Before Outreach, make sure...

Phone # written on phone tracking sheets

Door knocking folders have Portuguese and English FAQ

Outreach materials are for [charity group]

#### Phone Outreach Supplies

Introduction with partner name filled in

and space for volunteer name

Commitment cards w/partner name

Tracking sheets for each volunteer

Visual aids

- ◆ picture of blue bin + phone = more blue bins
- ◆ Summary
- ◆ For Questions call: 617.349.4815

Food

Phones

giveaways

## Tracking Sheet

Fill in your name on tracking sheet

Go over tracking sheet:

- ◆ On left is phone number- dial 11 digits starting with 8
- ◆ Fill in the time of the call and language spoken by the person
- ◆ **What would you circle if...**
  - ◆ No one answers the phone
  - ◆ You get an answering machine
  - ◆ The person who answers says "you'd have to talk to my ...mom/ husband, etc and they're not home right now."
  - ◆ The person who answers does not speak English
  - ◆ A recorded message says " the number you have reached is no longer in service"

## Scenario's

**What would you do if...**

- ◆ The person who answers the phone listens to you read the introduction and then hands the phone to someone else? ...Read intro again!- whenever there is a new person start from the beginning
- ◆ If the person interrupts with a question... say " I'm not sure, but when we're done talking I can give you a phone number that you can call"
- ◆ The person interrupts you while you are reading and says "can you summarize what this all about?"... read program summary
- ◆ The person who answers the phone doesn't speak English... ask them "Is there someone who speaks English?" if no one in the house speaks English ask " what language do you speak?"

## Summary

**Who can summarize the steps for today's outreach?**

*Call phone number*

Read introduction

Read yellow sheet- fill in blanks

*Fill out the tracking sheet*

## Remember-

Take your time

Speak slowly and clearly

Whenever there is a new person start over

Try to speak to an English speaking adult